

follow-up encounters from the medical department charts. The QI project began in June 2012. The intervention involved screening each adolescent woman on initial entry to the juvenile detention center for the date of her last sexual encounter using a new emergency contraception screening form approved by medical administrators. Physician notification took place if the last reported sexual encounter occurred within five days prior to arrival. All eligible patients presented to the medical clinic for counseling the same day of admission or the following day for overnight admissions. When feasible, physicians offered and prescribed emergency contraception immediately. Medical staff and physicians documented screening, counseling, offering of EC and acceptance or refusal of EC in the patient's medical record. We calculated a sample size of 42 in the pre and post-intervention groups to achieve 90% power, alpha 0.05. We performed statistical analysis using 2 x 2 contingency tables and Fisher's exact test.

**Results:** The population consisted of young women aged 11 – 17 years seen in the medical department at the juvenile detention center from November 2010 to July 2013. The pre-intervention group included charts reviewed prior to June 2012 (n = 49) and the post-intervention group included charts reviewed from June 2012 to July 2013 (n = 104). Of those encounters, 14 and 27 adolescents, in the pre and post intervention groups respectively, were eligible to receive emergency contraception by reporting sexual activity within the five days prior to admission. With the addition of the emergency contraception screening form, the number of youth screened for EC eligibility increased significantly from 55% pre-intervention to 80% post-intervention ( $p < .05$ ). The number of eligible young women offered EC also increased from 21% pre-intervention to 96% post-intervention ( $p < .05$ ). While not statistically significant, the number of eligible young women taking EC likewise increased from 14% pre-intervention to 41% post-intervention. The majority of post-intervention eligible patients declined EC for the following reasons: desired pregnancy, "If I am pregnant, then I am," and "I don't want to take it."

**Conclusions:** Applying a universal and standardized screening and counseling procedure results in increased EC awareness and utilization among detained young women. Timely access to EC may result in decreased unintended pregnancies among these especially high risk teens. Preventing teen pregnancies reduces abortions, miscarriages, teen parenting and its consequences.

**Sources of Support:** None.

## TECHNOLOGY & INTERNET

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### FIT HARRT PLUS: A STUDY OF PARTICIPANT INFORMED TEXT MESSAGES TO PROMOTE PHYSICAL ACTIVITY IN ADOLESCENT AND YOUNG ADULT AFRICAN AMERICAN WOMEN

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**Purpose:** Due to the high incidence of obesity among young African American (AA) adolescent and young adult women, innovative approaches to promote physical activity (PA) are needed. The purpose of this study was to develop, refine, and pilot a participant informed culturally relevant technology-based PA promotion tool for adolescent and young adult AA women.

**Methods:** A mixed method approach combining nominal group technique (NGT) and traditional focus group techniques was employed to elicit participant generated culturally relevant text messages to promote physical activity in overweight and obese adolescent and young adult African American (AA) women. In phase I, NGT was used to generate text messages in response to three scenarios representing barriers to physical activity including lack of social support, lack of motivation, body image and hair maintenance. After a 3 week pilot during which participants received text messages 1–2 times per day, focus group sessions were conducted to refine text messages for content, clarity, and acceptability. Participants also completed a satisfaction and acceptability survey.

**Results:** Fourteen overweight/obese AA females with a mean BMI of 35.9 and a mean age of 19.79 participated in focus group assessments. Analysis of focus group data identified several themes including message length, tone, and time of day. In general participants preferred text messages that were brief, were sent during mid-morning/early afternoon hours, included PA or dietary health tips and "challenges", included the study signature at the end of messages, and judicious use of humor in message content.

According to post-satisfaction survey results 100% of participants (n = 14) owned smart phones and 11 participants had unlimited service plans. Approximately 57% felt that creating motivational text messages as a group was helpful and 92% endorsed motivation to become more physically active. 42% reported wanting to continue to receive motivational text messages to keep them motivated. Overall, survey results demonstrated that messages were well accepted with 53% reporting being somewhat satisfied, 15% very satisfied, and 30% not very satisfied. 46% were somewhat satisfied with timing of messages, 38% were very satisfied, and only 15% were not very satisfied.

**Conclusions:** The iterative, mixed methods approach used to develop and test the PA promotion website facilitated direct incorporation of participant preferences into the motivational text messages created. Our sample of adolescent and young adult African American women reported favorably for the use of text messages to promote PA. Future studies should further explore the development and application of culturally relevant text message interventions as a strategy to promote PA. Designing culturally adapted technology-based programs to promote PA and proper dietary habits among AA adolescent women may increase feasibility and success of such programs.

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### MUSIC TO MY EARS: CONNECTIONS BETWEEN CLUB DRUGS AND ELECTRONICA VIEWED THROUGH FACEBOOK

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**Purpose:** With the surge of club drug use in recent years, it is necessary to identify the demographic of young adults that are more prone to club drug use for more effective preventive

strategies. Although it is known that college students frequently display alcohol references on Facebook, it remains unclear whether club drug references or behaviors associated with club drug use are present on Facebook. Club drug use often takes place at musical events featuring electronic music, suggesting a strong social context for this drug use. Previous studies have found there to be a relationship between club drug use and electronic music. Therefore, the purpose of this case-control study was to examine how club drug users display content related to club drugs and electronic music on Facebook compared to non-club drug users.

**Methods:** This study drew participants from within a larger longitudinal study of college students from two universities. In the parent study, participants completed yearly phone interviews from before college through the second year of college. Interview data included assessment of lifetime substance use across several substances, including club drugs. For this study, we used a case-control design. All club drug users were considered cases and were matched 2:1 to non-club drug users as controls. After identifying eligible participants, their Facebook profiles were evaluated by a trained researcher for the presence of electronic music likes, electronic music events and number of friends over a 3-year time period. Analysis included descriptive statistics and  $\chi^2$ .

**Results:** From the large sample of 338, 17 participants reported lifetime club drug use. Of these 17 cases, 70% were male, 76% were Caucasian, and 53% were from University A. These 17 cases were matched 2:1 to 34 controls who had no reported club drug experience and same demographics. Of the club drug users, 24.5% of their total music likes were electronic. Of the non-club drug users, 2.91% of their music likes were electronic,  $p = 0.004$ . Of the club drug users, 70% had attended electronic events on Facebook compared to 5.88% of the non club drug users,  $p = 0.000$ . Lastly, club drug users averaged a friend count of 920.5, while non club drug users averaged a friend count of 548.525,  $p = 0.00$ . Club drug users liked an average of 15.8 artists on Facebook, and non-club drug users liked an average of 24 artists on Facebook.

**Conclusions:** Club drug users provide several indications of club drug use on Facebook profiles. Findings suggest club drug users display more references to electronic music, indicate attendance at electronic music events more frequently, and have more Facebook friends compared to non-club drug users. Thus, one could potentially predict someone's club drug use based on the content of his or her Facebook profile. Future intervention efforts could examine targeting club drug education ads toward individuals who display this genre of music or electronic events.

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#### CHARACTERISTICS OF YOUNG ADOLESCENTS ACCESSING PORNOGRAPHY ONLINE

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**Purpose:** To define the characteristics of young adolescents reporting having visited pornographic websites in the previous 30 days.

**Methods:** Survey among 3067 8th graders in Switzerland (mean age 14 years, 50.3% females). We asked participants to report whether they had visited pornographic websites in the previous month and we divided them according to their answers into 3 groups: never (G1; N = 2096), rarely (G2; N = 529) and often/very often (G3; N = 442). Groups were compared regarding age, gender, family structure, emotional wellbeing, main purpose of Internet use, problematic Internet use, having a personal (not shared) computer, having a parental filter and reporting current smoking, alcohol misuse (drunkenness), cannabis use and use of other illegal drugs. All variables significant at the bivariate level were included in a multinomial logistic regression using G1 as the reference category. Results are given as Relative Risk Ratios (RRR) with 95% confidence interval.

**Results:** Compared to G1, G2 were more likely to be males (RRR: 16.3 [12.4/21.5]), problematic Internet users (RRR: 1.94 [1.32/2.87]), living in a non-intact family (RRR: 1.28 [1.01/1.63]) and using both tobacco (RRR: 1.59 [1.08/2.32]) and cannabis (RRR: 2.20 [1.37/3.53]). As for G3, they were more likely to be males (RRR: 87.7 [51.1/150.6]), problematic Internet users (RRR: 3.25 [2.14/4.95]), using it mainly for leisure (RR: 1.90 [1.42/2.53]), having a personal computer (RRR: 1.51 [1.17/1.96]), and also using both tobacco (RRR: 1.83 [1.19/2.81]) and cannabis (RRR: 2.86 [1.73/4.74]). G3 also showed a clear trend of being less likely to have a parental filter (RRR: 0.69 [0.48/1.00];  $p = .053$ ).

**Conclusions:** Online pornography viewing is an activity almost exclusively reported by male adolescents and is associated with a certain risk-taking profile including being a problematic internet user and using tobacco and cannabis more frequently. Moreover, the frequency of visiting pornographic websites increases in parallel to the risk-taking profile. Additionally, having a personal computer is a risk factor for frequent online pornography viewing. Parental guidance regarding Internet use could be key not only to decrease online pornography viewing but also other risk behaviors.

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#### SOCIAL MEDIA USE AND ADOLESCENT RISK TAKING BEHAVIOR

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**Purpose:** Social media has become an important medium for adolescents to learn about and receive health information. However, it is unclear if all adolescents use various social media equally, and in turn, if they would be equally affected by health interventions using different outlets. The objective of this study is to determine social media use among adolescents by their risk-taking behavior.

**Methods:** Data were obtained from adolescents at a Pediatrics Clinic in the South. Demographics, insurance and vaccination history were gathered through electronic medical record abstraction. The Guidelines for Adolescent Prevention Services survey was used to collect data on health, risk and protective behaviors. Social media data were collected via a survey adapted from The Pew Research Center. Univariate analysis with Stata 12.0 was used to evaluate sample characteristics. Bivariate chi-square analysis